

Reynolds Tobacco

## Military Couponing - April, 1997

	Volume	PV	AFV/Ctn	Face Value	Variance from Discounting Strategy	
					PV	AFV/Ctn
<b>NESA</b>						
Full Price	12,426 M	67%	\$ 1.98	\$ 82,710		
Camel	1,898	81%	\$ 1.94	\$ 15,792	51%	\$ (0.06)
Winston	4,856		\$ 1.90	\$ 36,038	-30%	\$ (0.10)
Salem	4,344	87%	\$ 2.10	\$ 30,715	37%	\$ 0.10
Savings	10,362	125%	\$ 1.23	\$ 79,803		
Doral	9,822	132%	\$ 1.22	\$ 78,995	52%	\$ (0.28)
Monarch	477	18%	\$ 1.83	\$ 802	18%	\$ 1.83

Deb - This  
only to Rsm's

Rsm's  
We have not  
Reduced  
P.V. ? ?

Let's Get this  
STRAIGHT.

LG  
cc: Dan H+29 enoch